

IEHP is No. 1 Healthy Families Enroller in State

SAN BERNARDINO, CA . . . Inland Empire Health Plan (IEHP) is now the No. 1 Enrollment Entity for the Healthy Families and Medi-Cal for Families (HFP/MCF) Programs in California.

- IEHP assisted with 4,615 total applications for uninsured children from Riverside and San Bernardino counties from July 1, 2001 to June 10, 2002, according to the Managed Risk Medical Insurance Board (MRMIB).¹
- Only 4 health plans ranked in MRMIB's Top 100 Enrollment Entities list. IEHP helped submit over four times more applications than the next health plan listed.
- IEHP was the only Enrollment Entity among the Top 100 to break through the 4,000-application level for total number of **new** applications for the HFP/MCF Programs.

"IEHP was able to attain this high level of enrollment assistance by instituting an innovative and unique approach not used by any other Enrollment Entity in California," explained IEHP Marketing Director Carl Maier.

"A MRMIB survey in June found IEHP rated No. 1 in Customer Service among all health plans participating in Healthy Families. We applied our successful customer service approach to the goal of increasing enrollment of uninsured children in our Inland Empire service area," said Maier. "We made it as easy, fast and convenient as possible for prospective members to contact us by phone and to apply on their own terms,"

¹"Supplement to the (March 2002) Application Assistance Fact Book," MRMIB, June 14, 2002 (Pg. 3)

In January 2001, IEHP created a full-time Enrollment Assistance Unit and a Community Outreach Unit supported by a targeted and sustained media advertising campaign. Their job is to inform Inland Empire families about the availability of low-cost and no-cost health, vision, and dental insurance for children and to let families know IEHP will help them complete an application by calling toll free to 1-866-294-4347.

“Consistent with our approach to customer service, we try to do all we can for the Healthy Families and Medi-Cal applicant to simplify and expedite the process with minimal hassle for the applicant,” Maier added. “Specifically, we answer questions about the programs, fill in the forms properly and explain what they need to do to complete the process – all in a single phone call.”

Additionally, IEHP sends several Community Representatives to faith based organizations, health fairs, businesses, public agencies and schools to build public awareness about HFP/MCF, as well as IEHP's convenient Call Center option.

“As you can see, IEHP has achieved the highest enrollment level in California in a short time with relatively few people who work as a team focused upon a single goal - to provide health coverage to as many of the Inland Empire's uninsured children as possible,” summarized Maier.

“We hope this statewide recognition of the significant results IEHP has achieved to improve the health of Inland Empire children will inspire others to adopt the methods we’ve pioneered and proven,” Maier concluded.

IEHP is the local initiative, non-profit health plan created by Riverside and San Bernardino counties to provide access to quality preventative and total health care services to Medi-Cal beneficiaries. IEHP is a participating plan in California’s Healthy Families Program.

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